

Patricia Godfrey  
4348 Waialae Avenue 886  
Honolulu 96816  
[patogodfrey@yahoo.com](mailto:patogodfrey@yahoo.com)

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## Why I Say No to Bus Advertising

Aloha.

A couple of years ago, Richard Borreca, longtime political commentator for the Star-Advertiser and before that, the Honolulu Star-Bulletin, wrote a column that he called "Wanted: Mayor With Vision Who's In Love With His City."

The race, back then in February 2012, was between incumbent Peter Carlisle, ex-Governor Ben Cayetano and former acting mayor and city managing diirector Kirk Caldwell.

Mr Borreca waxed nostalgic, recalling former mayor Frank Fasi's active love for the city. Boreca quotes the plaque Fasi had in his office: "If you would make your city loved, you must first make her loveable." He quoted Peter Kageyama in his book "The Love of Cities" saying " (A city which is . . . ) Livable is good — it's a fine aspiration that we have yet to achieve on any large scale. But I think we can do better. Instead of merely livable, I think we need to start thinking about how we make our cities more lovable. When we love something, we cherish it; we protect it; we do extraordinary things for it," he said.

If the people of a city love it, and a city is a reflection of the people and government who, taken all together, make it up, then the people take care of it, they are happy in their lives, and the satisfaction of life there creates a real home for all of the city's residents. This was Mr Borreca's point: a great city has a place in its heart for a busy economy and a place in its heart for rest, for "graceful old parks and the excited beginnings of new parks." " He said his review of the agendas of the hopefuls found them to be on the dry and worse, defensive, side. "I hope, at least," he wrapped up his article, " someone offers to plant some trees."

Mr. Borreca, the Outdoor Circle has your back. Mr Mayor, we are your Jiminy Cricket.

I thought about talking about all the lawsuits taken out against cities on the mainland because of the content of bus ads offending one group or another, emptying out the profit barrel as quickly as it is filled. I thought about talking about how my mom and grandmother talked about the Outdoor Circle as if it were one of life's necessities, like food and Liberty House.

As a result of the vigilance of the Circle, laws governing signs in Honolulu have been in place for more than 80 years. Roy Chang, in a political cartoon last week in Midweek , called those of us reminding the city council that we have in place laws barring

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advertising from our streets "whiny" because the bus ads seem so small kine in comparison to the intrusions of the rail project and the mushrooming high rises that are doing their part to obliterate natural views. He's right, those blights are huge. The reason the bus ad bill is calling so many of us to speak up is that it is a part of visual pollution that we feel we have the power to fight and defeat, that we have before and can again keep restrictions on the advertising of a purely material culture from stealing our attention from the pleasures and treasures of our garden city. So often the mechanics of zoning and building law seem to be entirely the province of big bankrolls.

Seem to be. My elderly neighbor last evening tripped on a sidewalk paver that was out of alignment. "How many times I call them," she said, "but they no do noting. Goverment no care unless you get big money." I don't believe this to be true but it is a truism that is repeated again and again, all over our country. What if we proved it untrue now, with a vote defeating this bill, which will eventually be defeated, and a show of cherishing our city?

Mr Caldwell, you won that 2012 race. Now it's the city's turn to win. Show it the love. No to bus advertising!.